

## **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejection of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-14, 16-27, 29-37, 39-43, and 46 are currently pending in this application. Independent claims 1, 5, 7, 9, 26-27, 29, 36-37, 39, and 42-43 are hereby amended. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

### **II. EXAMINER INTERVIEW**

On March 1, 2010, Applicants' representative sent Examiner Jones a proposed amendment to claim 1. On March 5, 2010, the Examiner approved the proposed claim for further consideration. Thus, Applicants' have hereby amended the independent claims accordingly.

### **III. SUPPORT FOR CLAIM AMENDMENTS**

Support for these amendments may be found throughout Applicants' specification, as originally filed. For example, such support may be found in paragraphs

[0221]-[0227] of Applicants' published application, which discloses:

[0221] The converter 193 under control of the TV program information server 191 reads TV program information from the TV program information database 192 and advertisement information from the advertisement information database 196, and converts the retrieved information into pdb-format data. Following the conversion, the pdb-format advertisement information is attached to the TV program information which is then stored into the pdb-format TV program information database 194.

[0222] The user information database 195 contains user-related information including user IDs and user-registered channels. Each user ID is associated with the channel information needed by the user identified by the user ID.

[0223] The charge server 197 is used to settle charges on the corporations 15 for advertisements they sponsor.

[0224] The TV program information server 191 receives a TV program information transmission request over the Internet 8. If the received transmission request is judged to be coming from the TV program data acquisition system embodying the invention, then the server 191 selectively retrieves from the pdb-format TV program information database 194 user-requested TV program information along with related advertisement information based on the information included in the transmission request, and sends the retrieved information to the user concerned.

[0225] If the received TV program information transmission request contains a user ID, then the TV program information server 191 retrieves registered information about the user identified by the user ID from the user information database 195 and, based on the registered information thus retrieved and on the date information included in the transmission request, selectively retrieves user-requested TV program information along with related advertisement information from the pdb-format TV program information database 194. The information retrieved by the server 191 is transmitted to the user in question.

[0226] The TV program information server 191 may alternatively carry out a related-art Web-based TV program information providing process. That is, if the received TV program information transmission request turns out to be a program information

transmission request described in page description language such as HTML, then the TV program information server 191 retrieves user-requested TV program information from the TV program information database 192 on the basis of the information included in the request. The retrieved information is converted to data of a specific format such as HTML before being sent to the user involved.

[0227] That is, the TV program information service provider 14 may operate in one of two ways. The information service provider 14 may transmit pdb-format TV program information to users through the use of the TV program information server 191 offering the related-art Web-based program information feeding service; the service provider 14 may also provide the pdb-format TV program information alone to users as described.

#### IV. REJECTIONS UNDER 35 U.S.C. §103(a)

Claims 1-8, and 46 were rejected under 35 U.S.C. §103(e) over U.S. Patent No. 6,898,762 to Ellis et al. (hereinafter, merely "*Ellis*") in view of UK Patent Application No. 2343074 to Miller et al. (hereinafter, merely "*Miller*"), U.S. Patent No. 7,469,413 to Mizutome et al. (hereinafter, merely "*Mizutome*"), and further in view of U.S. Patent No. 6,437,836 to Huang et al. (hereinafter, merely "*Huang*"). Claims 9, 14, 16-20, and 22-27 were rejected under 35 U.S.C. §103(a) over *Huang* in view of *Miller* and *Mizutome*. Claims 10-13 and 21 were rejected under 35 U.S.C. §103(a) over *Huang* in view of *Miller*, *Mizutome*, and further in view of *Ellis*. Also, claims 29, 31-37, 39-40, and 42-43 were rejected under 35 U.S.C. §103(a) over *Ellis* in view of *Miller*, *Mizutome*, and further in view of *Huang*.

#### V. RESPONSE TO REJECTIONS

Independent claim 1 recites, *inter alia*:

An information processing system comprising:

...  
**converter means coupled to said storing means and providing means, said converter means converting, under control of said providing means, said program information retrieved from said storing means from a page description language format structured hierarchically using tags to another database format that excludes said tags, wherein said another database format comprises a less amount of data than said page description language and requires no data analysis following retrieval, ... (Emphasis added)**

Neither *Ellis, Miller, Mizutome* nor *Huang*, taken either alone or in combination, disclose or render predictable:

- a “converter means coupled to [both] said storing means and providing means” [whereby];
- the “converter means convert[s], under control of said providing means, said program information retrieved from said storing means”
  - “from a page description language format structured hierarchically using tags to another database format that excludes said tags,”
  - “wherein said another database format comprises a less amount of data than said page description language and requires no data analysis following retrieval [,] as recited in claim 1.

Therefore, for at least the foregoing reason, Applicants respectfully submit that claim 1 is patentable. Independent claims 5, 7, 9, 26-27, 29, 36-37, 39, and 42-43, which are similar in scope to claim 1, are also patentable for similar reasons.

Reconsideration and withdrawal of these rejections is, therefore, respectfully requested.

## VI. DEPENDENT CLAIMS

The other claims in this application are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

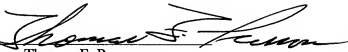
## CONCLUSION

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP  
Attorneys for Applicants

By   
Thomas F. Presson  
Reg. No. 41,442  
(212) 588-0800